



Kansas SAFE KIDS Coalition

2002 Annual Report

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Kansas SAFE KIDS Coalition, Inc., is a nonprofit organization composed of 61 statewide and regional organizations and businesses, four local Coalitions, and 19 local Chapters. The mission of the Coalition is to protect Kansas children ages 0-14 from unintentional injury. Kansas SAFE KIDS is affiliated with the National SAFE KIDS Campaign. The elected Executive Board, Coalition Coordinator, 7 action committees targeting specific risk areas, and 3 administrative committees provided leadership for the Coalition in 2002. Highlights of the accomplishments of the Coalition during its tenth year of operation include:

SAFE KIDS BUCKLE UP Program: Kansas SAFE KIDS competed successfully to obtain a second Mobile Child Safety Seat Check Up Van in July (donated to the Coalition by General Motors). This allowed the Coalition to station one van in Lawrence and one van in Wichita to facilitate travel across the state. With the assistance of volunteer drivers, operation of the two vans facilitated child safety seat education programs and check-up events in local communities. Since beginning the Mobile Van program in 2000, the vans have been present at 237 community events at which 3172 seats were checked.

In addition to van events, the BUCKLE UP program focuses on providing child safety seats to low-income families and providing additional safety seat check-ups. In the last four years, 8352 child safety seats and booster seats have been distributed to low-income families through the program. In addition, 11,222 seats have been checked at 354 check-up events. Over 10,600 check-up attendees have received vital education about proper child restraint. The program has been credited with 11 documented lives saved in the past three years.

During the past three years, 1313 volunteers have been trained to assist with child passenger safety events. In addition, 377 volunteer child passenger safety technicians have been trained at intensive 4-day trainings and 28 volunteer child passenger safety technician instructors have been certified in our state. Kansas now has a trained technician in 101 of 105 counties. Kansas also now boasts 41 permanent fitting stations for child safety seats.

This year, the Coalition partnered with the Ford Boost America program to distribute 500 booster seat vouchers to low-income families. In addition, a program targeting the Latino population was conducted in Wyandotte County.

The Kansas SAFE KIDS BUCKLE UP Program was pleased to receive the Excellence in Accountability Award for 2002 from the National SAFE IDS Campaign.

SAFE KIDS CYCLE SMART Program: The Coalition facilitated local bike safety programs in 30 communities and distributed low cost or free bicycle helmets to 3954 youth. Local Coalitions distributed an additional 2160 helmets. Since the program's inception, a total of 67,233 helmets have been distributed to Kansas children- 57,949 by the Kansas SAFE KIDS Coalition and 9284 by local Coalitions. The program has been credited with at least 9 documented lives saved. The program is a recipient of the National Bell Sportsmanship Award from Bell Sports in both 2000 and 2001 for outstanding work in the area of bicycle safety; and the Secretary's Award for Excellence, the highest award given to community health promotion programs by HHS.

Body Walk Program: This year the Coalition partnered with the Kansas State Department of Education to sponsor Body Walk for K-5th grade students. Body Walk was presented at over 140 schools throughout the state, interacting with up to 500 students each day. During the Body Walk, students learn about the brain and how important a helmet is in protecting the brain from injury. Each participating school received two bike helmets to award as incentive prizes to students.

SAFE KIDS GET ALARMED Program: During 2002, the Coalition distributed 797 smoke detectors and 578 CO detectors through local programs in the state. A total of 10,862 smoke detectors and 646 CO detectors have been distributed since implementation of the program. The Coalition received funding from the US Fire Administration to develop the capacity of a high-risk rural community (Garden City/Finney County) for prevention and control of fire related injuries and death. Three hundred twenty-four (324) smoke detectors were installed in homes as part of this project. The Coalition has continued its efforts to educate Kansans about the Kansas Smoke Detector Law. The Coalition has developed and distributed over 330 smoke detector community action kits for community groups, over 15,000 brochures specifically designed for Realtors and landlords about the law as well as 15,300 English and 1,500 Spanish companion door hangers for tenants and new homeowners. The program is a recipient of the First Alert McLean Stevenson National Award.

Emergency Response Training: The Coalition received funding from the US Fire Administration to purchase a bi-lingual interactive 9-1-1 simulator for our state. Children are able to use the simulator to learn how to properly react during an emergency situation and how to properly use 9-1-1 in their area. Over 4,000 children completed the simulation and education program at 26 community events. The simulator was also used at the Kansas State Fair in Hutchinson.

SAFE KIDS Walk This Way: On October 2, the Coalition sponsored the fourth annual Walk Your Child to School Day in Kansas. "Community Action" kits were developed and distributed to 89 local communities and schools upon request. Special events were held in Wichita, Lawrence, and Johnson County. Reflective zipper pulls and shoe lace tags were distributed to over 12,500 participating children ages 5-9.

SAFE KIDS Get Into the Game!: The Kansas SAFE KIDS Coalition encouraged kids to "Use Your Head - Wear A Helmet!" during **SAFE KIDS WEEK 2002 - MAY 4-11**. This year, special SAFE KIDS Stations were included at Kansas Kids Fitness and Safety Day Events held statewide on Friday, May 4. Kansas Kids Fitness and Safety Day 2002 was attended by 20,643 third grade students and teachers. At 38 local sites across the state as well as flagship events at Cedar Crest (Governor's Residence) in Topeka and Fort Larned National Park, the students tested their safety skills in interactive relays which included "Stop, Drop & Roll", "Dial 911", "BEEP BEEP" (smoke detector test), "Swim Safe" (life jackets), and "Gear Up" (sports safety focusing on helmet usage in bike riding, baseball/softball, football, and safe boating). All students participating statewide also received wheel-safety and brain injury worksheets and teachers received a teacher suggestion fact sheet. At Cedar Crest, students warmed up with members of the basketball team from Washburn University and were greeted by the 2002 Kansas SAFE KIDS Coalition Safety Star, Erin Sergeant and first Lady of Kansas, Linda Graves. Following the Cedar Crest Event, 864 students attended a summer safety fair and fun park. At the Salina event, 600 bike helmets were distributed to students free of charge by the Kansas Trial Lawyer's Association. An additional 1300 bike helmets were distributed at 19 bike rodeos held throughout the state. A total of 2225 volunteers made all the events possible.

Local Activities: During 2002, six new communities were approved as local chapters of the Kansas SAFE KIDS Coalition: Chanute, Doniphan County, Franklin County, Junction City, Pittsburg, and Rice County. Kansas now has four local Coalitions and nineteen local chapters. Bi-monthly conference calls, mailings of program materials, and the addition of a regional coordinator position funded through the MCH Block Grant encouraged an increased level of injury prevention activity at the local level. MCH Block Grant funds also provided mini-grants to 16 local communities to implement child injury prevention activities. During the year the Coalition responded to 1117 technical assistance requests from local health departments, schools, health care providers, and community groups on a wide variety of child safety issues.

Public Information and Education: The Kansas SAFE KIDS Coalition continued its public information campaign targeting specific times of the year with the distribution of 17 statewide press releases in 2002. In addition to newspaper publication of the releases, the Coalition Coordinator responded to requests for 57 radio and television interviews from media on a wide range of pertinent injury prevention topics. The extensive SAFE KIDS Resource section within the KPHEIL library distribution center at KSU provided 8151 printed materials and videos to local groups. During 2002, 29 calls from the public with questions about child safety issues were received/responded to via the toll-free line utilized by the Coalition. The Coalition continued to maintain a home page on the KDHE Web Site at www.kdhe.state.ks.us/safekids and exhibits at numerous statewide professional conferences. One of the Mobile Child Safety Seat

Check-Up Vans was on display at the Kansas State Fair for 10 days in September during which time it was one of the designated places for children to visit for the scavenger hunt sponsored by KDHE.

Policy and Advocacy: A Policy Platform and Policy Priorities were adopted by the Coalition for 2002. The Coalition was again able to utilize the services of a volunteer Legislative Liaison who fielded daily phone calls from legislators and participated in legislative meetings and hearings on behalf of the Coalition. Legislative updates on safety legislation were sent to 246 individuals and 33 organizations for distribution during the session. During the 2002 Legislative session, the Coalition introduced and advocated for an upgrade in the Child Passenger Safety Law in Kansas. The Coalition co-sponsored Child Advocacy Day 2002 in Kansas on February 19 which provided over 800 child advocates from all over the state the opportunity to gain new information about injury prevention policy issues in our state. The Coalition also testified regarding School-Age Child Care Regulations proposed by KDHE. The Coalition conducted a survey of legislative candidates in October regarding key injury initiatives and distributed the results to the Coalition membership prior to the November elections.